## **ORDER**

Order / Rev: 101884 Orders Alt Order #: 06815345 Product Desc: **OCEGUERA 4 CONGRESS** 1184 Estimate: 09/25/12 - 10/01/12 Flight Dates: Primary AE: Amy McCreary Original Date / Rev: 05/21/12 / 09/05/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National GMMB, Inc./ Washington D.C. Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 15% Agency Commission: Revised Ocequera for Congress **Advertiser** Name: A35+ Demographic: New Business Thru: PLC02 **Product Codes:** Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	30	\$8,005.00	\$6,804.25
10/01/12	10/01/12	6	\$1,710.00	\$1,453.50

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Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$8,005.00	\$6,804.25	0.00
October 2012	6	\$1,710.00	\$1,453,50	0.00
Totals	36	\$9,715.00	\$8,257.75	0.00

Agency External ID:

Totala

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	20%	\$9,715.00		
Market	100%	\$48,575.00		

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR		\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$12,629.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$10,200.75
KTUD	1%	\$485.75
KVVU	22%	\$10,686.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$4,857.50

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeU	w/WagM	5-6a	MTWTF	:30	2	\$135.003	0,00 NM	2	\$270.00
					M-F 5-6a WakeU	p w/Wagners								
		WAKE L	JP WITH T	HE WAG	NERS									
		Star	t Date <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				ı		

Print Date: 09/06/12 10:41:52 Page 2 of 3

**KSNV** 

Order / Rev:

101884

Advertiser:

Estimate:

Oceguera for Congress

Alt Order #: Flight Dates:

06815345 09/25/12 - 10/01/12 Product Desc:

OCEGUERA 4 CONGRESS

1184

Len Spots Ch Start End **Inventory Code** Break Start/End Time Davs Rate Pri Rtg Type Spots Ln Amount: 09/25/12 10/01/12 M-F 5-6a WakeUp w/WaQM MTWTF-:30 KSNV \$135,003 0.00 NM \$270.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Rating Spots/Week Rate MTWTF---0.00 Week: 09/25/12 10/01/12 \$135.00 KSNV 09/25/12 10/01/12 M-F 6-7a WakeUp w/WaQM \$275.003 0.00 NM 6-7a MTWTF--:30 3 3 \$825.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTE-\$275.00 0.00 E 3 KSNV 09/25/12 10/01/12 Today Show CM 658a-9am MTWTF~~ :30 4 \$300.003 0.00 NM \$1,200.00 4 **Today Show TODAY SHOW** End Date Spots/Week Rating Start Date Weekdays Rate Week: 09/25/12 MTWTF--10/01/12 \$300.00 0.00 E 4 KSNV 09/29/12 09/29/12 Saturday Today CM 7a-9am ----S-\$225.003 0.00 NM :30 \$225.00 Saturday Today SATURDAY TODAY Start Date End Date **Weekdays** Spots/Week Rate Rating ----5-Week: 09/24/12 09/30/12 \$225.00 0.00 \$175.00 E 5 KSNV 09/30/12 09/30/12 Sunday Today CM 7a-8am ----S :30 \$175.003 0.00 NM Sunday Today **TODAY ON SUNDAY** Spots/Week Rating Start Date End Date **Weekdays** Rate ----S 09/30/12 \$175.00 0.00 Week: 09/24/12 09/25/12 10/01/12 M-F Today Show II 3rd HBM 9-10a :30 2 \$150,003 0.00 NM 2 \$300.00 KSNV MTWTF--M-F Today Show II **TODAY SHOW II** Start Date End Date Weekdays Spots/Week Rate Rating 10/01/12 MTWTF~~ \$150.00 0,00 Week: 09/25/12 E 8 KSNV 09/25/12 10/01/12 M-F Today Show III 4th BM 10am-11am MTWTF--:30 \$100.003 0.00 NM 2 \$200.00 Today 4th Hour TODAY SHOW III End Date Spots/Week Weekdays Rating Start Date Rate 10/01/12 MTWTF~~ Week: 09/25/12 \$100.00 0.00 KSNV 09/25/12 10/01/12 The Doctors CM \$100.003 0.00 NM 2pm-3pm MTWTF--:30 2 \$200.00 The Doctors THE DOCTORS Start Date End Date Weekdays Spots/Week Rate Rating 10/01/12 MTWTF-0.00 Week: 09/25/12 \$100.00 E 10 KSNV 09/30/12 09/30/12 News 3 Today Wknd 9a-930am ----S :30 1 \$175.003 0.00 NM 1 \$175,00 News 3 Today NEWS 3 TODAY/WKEND Start Date End Date Weekdays Spots/Week Rate Rating 09/30/12 0.00 Week: 09/24/12 \$175.00 E 11 KSNV 09/25/12 10/01/12 Dr. Phil CM 3-4p MTWTF--:30 \$175.003 0.00 NM 3 \$525.00 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/25/12 10/01/12 MTWTF--\$175.00 0.00 E 12 KSNV 09/25/12 10/01/12 NEW\$ 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 \$250.003 0.00 NM 2 \$500.00 (4:00 PM-4:30 PM) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR Start Date End Date **Weekdays** Spots/Week Rate Rating MTWTF--Week: 09/25/12 10/01/12 \$250.00 0.00 E 13 KSNV 09/25/12 10/01/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 \$250,003 0.00 NM 2 \$500.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 4 AT 430P Spots/Week Rating Start Date End Date Weekdays <u>Rate</u> MTWTF~-Week: 09/25/12 10/01/12 \$250.00 0.00 2 E 14 KSNV 09/25/12 10/01/12 CM 5-630p MTWTF--:30 \$375,003 0.00 NM \$1,500.00

Print Date: 09/06/12 10:41:52 Page 3 of 3

Order / Rev:

101884

Advertiser:

Oceguera for Congress

Alt Order #:

06815345

Product Desc:

OCEGUERA 4 CONGRESS

KSNV

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1184

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F Early News									
			M-F Early News									
	Y NEWS				- ·	D. II						
	tart Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating 0.00						
Week: 0		10/01/12		4	\$375.00				0070 000	0.00 104	4	0050.00
E 15 KSNV	/ 09/25/1	2 10/01/12	M-F Jeopardy	CM	630-7pm	MTWTF	:30	1	\$350.003	0.00 NM	1	\$350.00
			M-F Jeopardy									
JEOP.				0	D-4-	Datina.				l		
	tart Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating				l l		
Week: 0		10/01/12		1	\$350.00	0.00			#00B 00 4	0.00 1114		¢000.00
E 19 KSN	V 09/25/	12 09/25/12	Tues PR 10-11p	CM	10-11pm	-T	:30	1	\$900.004	0.00 NM	1	\$900.00
			Tuesday Prime 1	0-11pm								
	NTHOOD			0	D-4-	Define						
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating 0.00						
Week: 0		09/30/12	T	1	\$900.00				<b>*</b> 750.004	0.00 1114		#7F0.00
E 20 KSN	V 09/28/	12 09/28/12	Fri PR 9-10p	CM	9-10pm	F	:30	1	\$750,004	0.00 NM	1	\$750.00
			Friday Prime 9-1	0pm								
GRIM					5 (	D. II				1		
	tart Date	End Date	Weekdays F	Spots/Week	Rate	Rating						
Week: 0		09/30/12		1	\$750.00	0,00				0.00.141	•	A750 00
E 21 KSN	V 09/25/	12 10/01/12	M-F News 3 at E		11pm-1135	pm MTWTF	:30	2	\$375.003	0.00 NM	2	\$750.00
			M-F News 3 at E	leven								
	S 3 NIGHT				<b>.</b> .	<b>5</b> "						
	tart Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 0		10/01/12		2	<del>+</del>	0.00			****	0.00.144	_	4070.00
E 22 KSN	V 09/25/	12 10/01/12	The Tonight Sho	w CM	1135p-1237	a MTWTF	:30	2	\$185.003	0.00 NM	2	\$370.00
			Tonight Show							l		
,	-,	W W/ JAY L			Б.	D 12						
	tart Date	End Date	Weekdays	Spots/Week		Rating						
Week: 0	9/25/12	10/01/12	MTWTF	2	\$185.00	0.00						
										Totals	36	\$9,715.00